**APP Launch Plan**

**What will be included in your app’s description and what kind of icon will best represent your app once it is made available in the app store?**

My app’s description will explain what it is my app does. The user can set weight goals and daily weight statistics. The user will be able to see how much they have lost or gained every day. I will explain that the app requests SMS notifications, these notifications will send alerts to the user. The icon that will represent my app is a weight scale with an arrow pointing down. This will signify that the app is a weight loss application.

**Which version(s) of Android will your app successfully run on? Have you included the most current version?**

My application will run on API 26: Android 8.0 (Oreo). This will allow my app to run on approximately 82.7% of devices. So, it will be able to include some of the more recent components as well as being targeted to a large group of users.

**What permissions will your app ask for?**

My application will not ask for many different permissions. In fact, it will only ask for SMS permission. However, in the future we may implement the app with the user’s calendar. Therefore, we will ask for permission to use the user’s data such as calendar.

**What is your plan for monetization of the app?**

As for monetizing my app, I will keep it simple. I will have ads on my app that will display at the bottom of the screen. The ads will tailor to weight lost supplements or workout equipment. If the user wishes to remove the ads on the app, they can pay a small fee such as, $4.99. This will permanently remove the ads from the app. As I expand on my app in the future, I may add features that the user can pay for. Such as, weight loss tips, more sophisticated weight loss graphs, and workout videos. If the user wishes to have these additional functions, I will charge $9.99 or $12.99 for removal of ads and the additional features.